



AgriClear Announces Collaboration with Canadian Beef Breeds Council

*New collaborative relationship will promote Canadian purebred cattle
across North America via web-based platform*

April 27, 2016 (CALGARY) – AgriClear, North America’s premier online transaction and payment platform for cattle buyers and sellers, today announced it is entering into a collaborative marketing agreement with The Canadian Beef Breeds Council (CBBC), an umbrella organization representing the purebred cattle sector in Canada.

Based in Calgary, the non-profit CBBC works with various government and industry organizations to collectively support and promote Canadian seedstock producers domestically and internationally. Under the terms of the agreement, CBBC will promote the AgriClear livestock platform and settlement services to CBBC members, which include national associations collectively representing more than 10,000 independent producers of purebred beef breeding stock. AgriClear and CBBC have also agreed to work together on marketing initiatives. The agreement is effective immediately.

“Today’s announcement marks an important milestone for AgriClear as we continue to enhance our visibility and expand our network throughout the Canadian cattle industry,” said David Moss, Vice President and Co-Founder, AgriClear. “The CBBC is a vital advocate for Canadian purebred beef cattle here in Canada and around the world and we are excited to offer the high value benefits of our unique platform, including transactional certainty, to their membership.”

“The Canadian Beef Breeds Council is excited about the opportunity to collaborate with AgriClear as we strive to provide new opportunities for purebred producers to market their cattle,” said Michael Latimer, Executive Director, CBBC. “The AgriClear platform will allow purebred producers to enter the digital marketing era with the added assurance of transactional security and a host of other benefits that will allow them to realize the full value of their cattle.”

To learn more about cattle marketing on your terms, visit www.agriclear.com and follow AgriClear on Twitter: [@AgriClear](https://twitter.com/AgriClear)

About the Canadian Beef Breeds Council

CBBC’s vision is to provide a unified voice in support of the purebred genetics provided within the Canadian beef cattle industry. Its mission is to ensure the continuity, growth and prosperity of the Canadian purebred cattle sector as an integral component of the Canadian beef cattle industry.

The CBBC mandate is to support Canadian purebred cattle producers through service provision aimed at genetic improvement, animal health, extension services and information dissemination;



promote Canadian beef cattle genetics both domestically and internationally by identifying market opportunities, facilitating access through timely intelligence and informing the commercial industry of the attributes of the Canadian beef advantage both at home and abroad; represent the purebred cattle sector to government by advocating effective policy, ensuring market access and enhancing competitiveness.

For more information about the CBBC, visit www.beefbreeds.ca or contact:

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About AgriClear and TMX Group (TSX:X)

AgriClear's unique platform offers cattle buyers and sellers the highest level of security and assurance. Through a partnership with TMX Group and NGX, a wholly-owned subsidiary of TMX Group, AgriClear leverages a wide range of knowledge and expertise. Backed by the financial support and clearing expertise of these two entities, clients are assured of receiving payment for delivered cattle and receiving cattle as negotiated.

TMX Group's key subsidiaries operate cash and derivative markets and clearinghouses for multiple asset classes including equities, fixed income and energy. Toronto Stock Exchange, TSX Venture Exchange, The Canadian Depository for Securities, Montréal Exchange, Canadian Derivatives Clearing Corporation, NGX, AgriClear and other TMX Group companies provide listing markets, trading markets, clearing facilities, depository services, data products and other services to the global financial community. For more information about TMX Group, visit our website at www.tmx.com.

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